



## **Joint Steering Committee Meeting**

**November 14, 2006**

**9:00 a.m. – 4:00 p.m.**

**Doubletree Hotel, Sacramento**

**2001 Point West Way, Sacramento, CA 95815**



### **CHANGE IS GOOD!**

#### **Joint Steering Committee Meeting Objectives:**

- Update partners on *Network* rebranding efforts; obtain feedback
- Learn about the new *California Nutrition Network* media/grassroots campaign.
- Formulate plans or strategies to maximize newly enacted legislation and initiatives.
- Discuss how we can take advantage of upcoming opportunities.

**9:00-10:00 MEETING REGISTRATION & NETWORKING**

**10:00 A.M. WELCOME, MEETING OVERVIEW & ANNOUNCEMENTS**  
*Laura Brainin-Rodriguez, MPH, MS, RD, JSC Executive Committee*

**10:05 A.M. CHANGE IS GOOD!**  
*Susan B. Foerster, MPH, RD, Chief, Cancer Prevention & Nutrition Section*

**10:20 A.M. CALIFORNIA OBESITY PREVENTION PLAN**  
*Neal D. Kobatsu, MD, MPH, Chief, Cancer Control Branch, California Department of Health Services*

**10:35 A.M. NETWORK REBRANDING**  
*Susan B. Foerster, MPH, RD, Chief, Cancer Prevention & Nutrition Section*  
*Susan Pennel, Manager, Communications & Media Unit, CPNS*  
*Desiree Backman, DrPH, MS, RD, Manager, California 5 a Day Campaign, CPNS*  
*Bob McKinnon, President, YELLOWBRICKROAD*

**11:30 A.M. PHYSICAL ACTIVITY BREAK**

**11:45 P.M. NETWORK MEDIA AND GRASSROOTS CAMPAIGNS**  
*Susan Pennel, Manager, Communications & Media Unit, CPNS*  
*Lex Matteini, Strategic Account Planner, Runyon, Saltzman & Einhorn*  
*Larry Moss, Creative Director, Runyon, Saltzman & Einhorn*  
*Jim Hill, President, Hill & Company Communications*

**12:15 P.M. NEWS FROM THE FOOD STAMP PROGRAM**  
*Representative of California Department of Social Services Food Stamp Branch*

**12:30 P.M. WORKING LUNCH, NETWORKING & RECOGNITION**

- 1:30 P.M.      PROGRAM COMPLIANCE REVIEW TEAM**  
*Gil Sisneros, MPH, Health Education Consultant, CPNS*
- 1:45 P.M.      WORKGROUP SESSION: CHANGE IS GOOD!**  
*Hope Wilson, MPH, RD, Development Specialist, Partnerships Team, CPNS*
- California Obesity Prevention Plan
  - Transition to new fruit and vegetable and Network brand identity
  - 2007 New Media/Grassroots Campaign with Empowerment
  - Program Compliance Review Team Development of Program Standards
- 3:00 P.M.      WORKGROUP RESULTS & NEXT STEPS**  
*Gregory Shaffer, Principal, Compulsion to Create*
- 3:45 P.M.      SUMMARY REMARKS AND CLOSE**  
*Laura Brainin-Rodriguez, MPH, MS, RD, JSC Executive Committee*
- 4:00 P.M.      ADJOURN**

**FROM 4:00 P.M. TO 5:00 P.M.**

**FOLLOWING THE JSC MEETING THERE WILL BE A MEETING OF  
THE *CALIFORNIA ASSOCIATION OF NUTRITION AND ACTIVITY PROGRAMS***